

# NIKI TRAN

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## CONTACT

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619-788-3143

## EDUCATION

**UC San Diego**  
B.S. Cognitive Science  
Human Computer  
Interaction  
Dec 2019

## TOOLS

Figma  
Sketch  
Webflow  
Adobe XD  
Photoshop  
Illustrator  
Loop11  
Hotjar

## SKILLS

User Research  
Wireframing  
Prototyping  
Usability Testing  
Contextual Inquiry  
System Design  
Responsive Design  
User Interface Design  
HTML/CSS  
Illustration

## EXPERIENCE

### **Filtrous & CovX Labs • UX/UI Designer**

Mar 2021 – Present | San Diego, CA

- Increase customer acquisition & retention by improving usability, functionality, & desirability of B2B e-commerce website/services
- Collaborate cross-functionally to streamline communication, digitize service operations, & optimize internal systems for COVID-19 testing

### **American Youth Literacy Foundation • UX Testing Lead**

Dec 2020 – Apr 2021 | Remote

- Plan, conduct, & oversee research plans using methodologies such as remote usability testing, interviews, surveys, etc.
- Discover insights & develop solutions that drive short-term & long-term scalability of Funetix, a children's reading app

### **Global Ties • UX Design Team Lead**

Sept 2019 – Dec 2019 | San Diego, CA

- Overhaul content, structure, & UI of educational children's game to implement developmentally appropriate design and focused exploration strategy
- Conduct usability testing to enhance user engagement & educational efficacy of the overall game

### **APIMEDA Programs & Services • Design Assistant**

Feb 2018 – Sept 2019 | San Diego, CA

- Translate needs of Asian Pacific Islander Middle Eastern Desi American (APIMEDA) students into resources & marketing material
- Coordinate & lead programs that foster community development & coalition building in the APIMEDA community

### **The LAB Dance Community • UX Designer**

Jan 2019 – Mar 2019 | San Diego, CA

- Convert user research & interview insights into meaningful branding & use cases to enhance discovery process of resources provided
- Lead design of responsive website & devise content strategy based on user feedback loop that will drive the LAB's recruitment rate & visibility